

THE OFFICIAL INTERCONTINENTAL FASHION MAGAZINE

# TRENDSETTERS

*Only*

ISSUE | 003



## FASHION

Understanding fashion around the world as a form of lifestyle from African to Asia and the world.

## RETRO

## MODERN VINTAGE & CONTEMPORARY

A platform for individualistic expression

## AVATAR ELEMENTS

Exploring fashion inspired by the Avatar movie: The Last Air Bender with wind, fire, water & fire.



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# EditorialDESK



The past years have been challenging due to the pandemic, but I have found purpose in creating content for our magazine. I believe that missing a flight was a blessing in disguise as it led me to meet someone who has helped me improve the magazine's content significantly. In this edition, we are bringing back trendsetters from around the world to showcase their unique and individual fashion. I have always been *fascinated by how people from different backgrounds think and communicate through fashion, despite language barriers & cultural differences.*

This year, we finally had our first in-person shoot with new trendsetters in South Africa, where I reconnected with my long-time friend & co-creative. This experience inspired us to continue exploring fashion trends around the world, namely in Japan, China, New Zealand, and Cape Town. Our magazine is evolving as we feature more people from around the world in showcasing their fashion trends. I've spent two years practicing my craft in photography, videography, writing, & social media networking to further our message as the TrendsettersOnly Magazine.

I want to thank my editorial team for their hard work and dedication in bringing the magazine to life from different parts of the world and a special thanks to our readers for holding on tight. We strive to showcase the unique fashion and creativity of individuals from diverse backgrounds and cultures, highlighting the similarities and differences in how we communicate through fashion. I believe that our magazine is a platform for emerging and established trendsetters to showcase their work and gain recognition for their talents. I am grateful for the opportunity to practice my craft and gain professional experience as a multimedia specialist, which has helped me to better understand the magazine and media industry. I am committed to promoting collaboration amongst different models, creatives, and brands in our magazine as well as the latest fashion ideologies from the trendsetters we feature.

We have a strong online presence through our website and social media platforms, which allows us to reach a wider audience and interact with our readers in real-time. We also have a digital version of our magazine available for those who prefer to read it on their devices. We also have an e-commerce platform where we feature some of the products and clothing from the trendsetters we feature in the magazine, which is a great way for our readers to purchase and own a piece of the fashion they see in our magazine.

Overall, I am proud of the hard work and dedication that has gone into creating this edition of TrendsettersOnly, and I am excited for our readers to see the new and exciting content we have in store for them. We are constantly working to improve and grow the magazine, and we are always looking for ways to innovate and engage with our readers. We are actively seeking sponsorship and endorsement opportunities to continue our growth and reach a wider audience, as we believe that this is the best way to showcase fashion trends from around the world and to reach as many people as possible.

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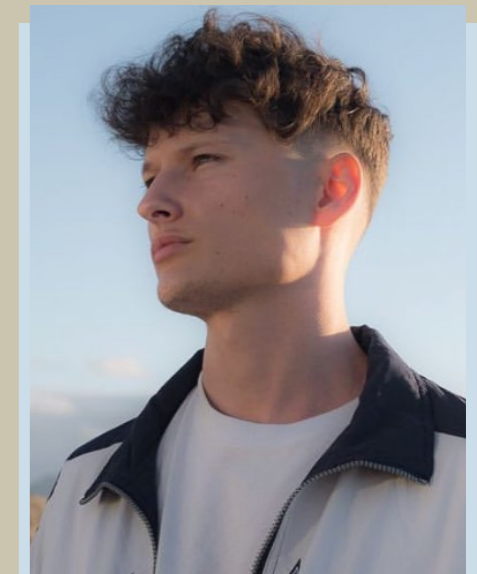
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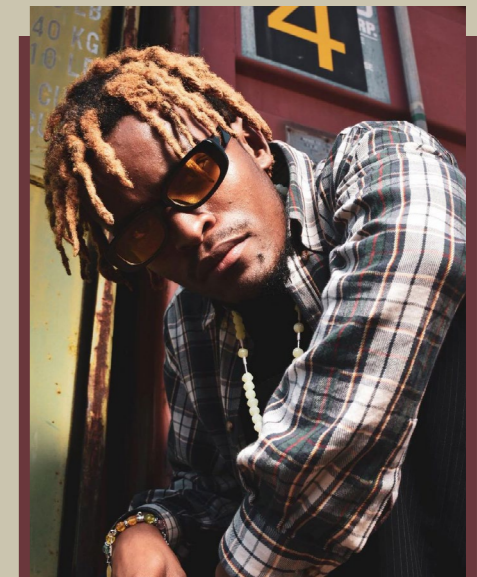
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Special appreciation: Cladette, Paul VH, Josh, Donny, Miracle, Silvia & Grace

# South African **RETRO** **STREET-STYLE** **FASHION**

With Retro Street-Style fashion making a huge comeback, this month's edition of TrendSettersOnly takes a step back in time...to the present moment.



“We don't follow TRENDS we set TRENDS”



The world looks a little different today. We see fashion trying to navigate in a new terrain filled with quarantine and mask-wearing as we face what's left of the Covid-19 pandemic. Retro Street-Styles have fashionized the chaotic mess of the past two years, allowing people to demonstrate their identities again whilst they emerge and explore a new post-pandemic landscape. We spoke to some young trend setters who are currently leading the way in modern Retro Street-Style fashion and asked them: **“What makes YOU a TRENDSETTER?”**

**Elize (Lee) Maelane-Mcklein**, states that she tends to just “go with how she feels”. This statement is not uncommon, as fashion is an expression of the Self. Today's Street-Style fashion arena also sees androgyny on the rise, giving individuals a platform to express both their feminine and masculine aspects. *“...If I'm feeling very masculine today, I'm gonna dress masculine; if I'm feeling fem, I'm dressing fem”* - Lee.

Music artist **Cedric Thipha** feels similarly, stating that he's *“always thinking out of the box and always coming up with new ways to look different”*. Having lived in Malawi and in South Africa, Cedric draws on his diverse exposure and lives up to his bold statement: *“I don't try to follow trends, I set trends”*.

As we move towards a future where industry trends are accelerated by digital shopping channels, it is important to acknowledge the shift in consumer behaviors.

**Kokamo Kabelo's** description of herself is *“free-spirited”*, and her range of style is certainly reflected therein. This student of performing arts embraces a style of fashion that flexes with her dance moves. *“Not afraid to try anything”*, Kakamo is illustrative of the inclination of today's shoppers to make online purchases, which are indeed more reflective of Retro Street-Style fashion trends.

**Thato 'Nū' Mahlase** makes mention of the fact that whilst people can buy from the same stores or have similar items, the way in which we put it all together is completely unique. As a versatile artist, Nū describes his style as *“limitless”*. He feels that the way he dresses portrays what he does as an artist.

Retro Street-Style fashion appears to dominate the current fashion sphere due to the platform it offers for individualistic expressions. It's characterized by comfort, and its unique blend of modern contemporary styles and vintage styles. 2022's fashion industry also sees new growth as digital frontiers and advances in sustainability present us with new opportunities for progress. This further promotes the appeal of Retro Street-Style fashion, legitimizing a more *‘chilled vibe’* even in professional settings.

# RETRO STREET STYLE

Cedric | Kokamo | Elize | Thato



People's Republic of  
**CHINA**



OOTD is a variant of WIWT (what I Wore Today), which is also used in the fashion context by 'Hypebeasts' to show others what they wore. *A Hypebeast is the term given to a person who is devoted to acquiring fashionable items, especially clothing or shoes. Hypebeasts are today's TrendSetters; modelling and fashioning the next 'in-thing'.*

TrendSettersOnly introduces you to some Hypebeasts who are shaping future OOTDs, and we ask them about what inspires and shapes their style.

True to the unboundedness of OOTD possibilities, 孙圣杰 (Sun Shenjie), AKA 'Van Goah', boldly states: “没有风格不被定义 做自己就好” (“no, style is not defined, just be yourself”). OOTD fashion trends are known for their embrace of individuality, allowing people to fearlessly express who they are through their unique daily fashion choices.

钟彦旭 (Zhong Yanxu), AKA 'Kyoku', advocates this expression of uniqueness and cites the phrase “Sink or Swim”, and we “要么成功要么失败” (“either succeed or fail”). At times, our OOTD choices may seem bizarre to others, especially if they are unable to relate to it. Rather than 'sinking' or being demotivated by the opinions of others, people can take up the opportunity to set a new trend. Many influencers on social media are doing this by posting pictures of themselves deliberately re-wearing the same outfit more than once.

#OOTD enthusiasts are known for canvassing their dreams through their attire. 陈泓宇 (Chen Hongyu) states that “只要一个人还有追求，他就没有老。直到后悔取代了梦想，一个人才算老。” (“A man is not old as long as he is seeking something. A man is not old until regrets take the place of dreams”). His outlook on life and the importance of having dreams is reflected in his choice of OOTD fashion.

Fashion is constantly being created. It is created by fashion bloggers, influencers, celebrities, designers, actors and actresses, models... PEOPLE. We ALL create fashion. Our

OOTD choices are reflective of who we truly are. That is something worth upholding. After all, who knows, you might be the next TrendSetter.

“A man is not as old as long as he is seeking something.”

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'Outfit Of The Day' (internet abbreviation: 'OOTD') is a fashion trend and hashtag trademarked by DESIGNI, INC in 2014. This hashtag has since been made popular by fashion bloggers who wish to showcase the clothes they wear on a particular day or for a particular occasion.



OOTD China with  
孙圣杰 Sun Shenjie  
钟彦旭 Zhong Yanxu  
陈泓宇 Chen Hongyu



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# ROI MALABAR



"Malabar Roi" is a rising fashion brand that has seen significant growth and success in the past year.

One of the key reasons for the brand's success is its commitment to high-quality, on-trend designs. "Malabar Roi" has consistently released new collections that have been well-received by both fashion critics and consumers. These collections have featured a wide range of styles, from classic, timeless pieces to bold, contemporary designs.

In addition to its clothing collections, "Malabar Roi" has also made a name for itself in the world of accessories. The brand has released a number of new jacket, hats, slides and outfit pieces that have quickly become must-haves for fashion-forward individuals.

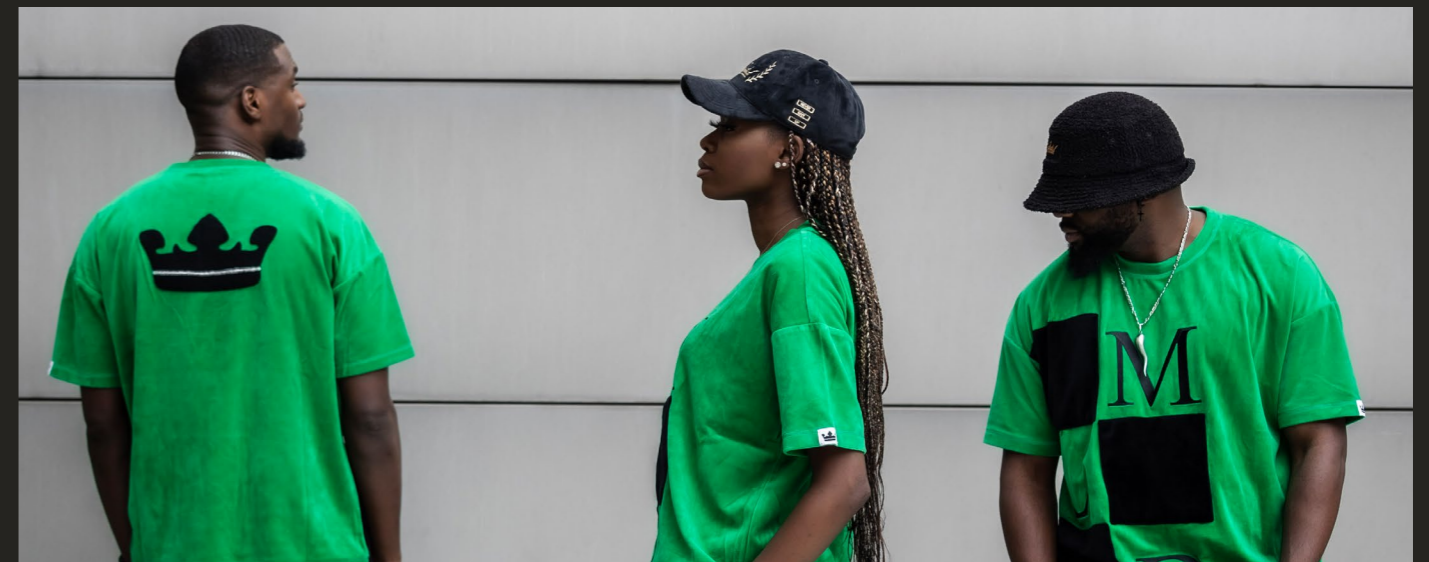
Another factor that has contributed to the brand's growth is its focus on sustainability. "Malabar Roi" is committed to using eco-friendly materials and production methods, and is transparent about its environmental impact. This has resonated well with consumers who are looking for sustainable fashion options.

Finally, "Malabar Roi" has successfully expanded its retail presence in the past year. The brand has designed new flagship designs in the key fashion trends around the world, and has also increased its online presence through the establishment of an online store and uses market places such as Facebook and Instagram as a way to connect to more customers.

Overall, "Malabar Roi" has had a remarkable year in terms of growth, new product releases and sustainability however a few challenges in person to person marketing. With its commitment to on-trend designs, better production methods, and strategic retail expansion, the brand is poised for even greater success in the future. "Stay tuned for more items" says Malabar Roi, we aim to create a stronger relationship between our customers and the business, in essence building a better customer loyalty.



malabar-roi.com | malabar\_roi





# CAPE TOWN CLASSY

A beautifully diverse city that epitomises the cultural blend that is spoken of when it comes to this Rainbow Nation. In this edition, TrendSetters Only showcases some of the stylish and sophisticated youth that inhabit the Mother City.



Muller

Valentine

Keen

We spoke to some young and chic TrendSetters about what inspires their classy looks and appeal, and how it helps them radiate their unique identities.

Sakeena 'Keen' Hendrikse highlights for us the importance of being authentic both visually and mentally. Keen takes inspiration from the local people around her. "I believe in seeing beauty in everything around me" -Keen. Fearlessly, Keen states that she is "not afraid to wear something outrageous, and wear it with style".

We often find ourselves trying to balance our visions and aspirations of the modern future, with everything that has aggregated to our unique make

up. As we go forth and create the fashion of the future, it is important to bear in mind the subliminal messages that are shared through the choices that we make.

Forest Valentine acknowledges that style is first and foremost visual. It's therefore important to consider the various ways in which our concept of style can be interpreted. Valentine states "Let it be unique for yourself, and yet identifiable for others". The same way that the interpretation of art is relative to the viewer, so too, is the interpretation of what we wear. Valentine is reflective of Cape Town's urban and modern youth and encourages us to "go for gold" in our trend setting endeavours.



Jadee-Lee Muller supports this sentiment and considers herself to be a trend setter for the fashion-getters. Her inspiration is a mix of everything that she considers to be sexy, classy, and sassy. Quick to quote Marc Jacobs, Muller reminds us that "Life is a fashion show, the world is your runway".



Style and class are very personal, and the thought that we put into what we choose to wear further embodies who we are, and how we present ourselves to the world. If life is indeed a fashion show, then let's ensure that what we portray to world remains classy, beautiful, and reflective of all that we truly are.

# JAPANESE 日本 GRUNGE

Japan is widely renowned for its iconic streetwear and fashion.

Japanese fashion encompasses a broad spectrum of influences, ranging from traditional Japanese clothing to more Western attire. Today, Japanese street fashion consists of various styles of contemporary modern clothing in Japan. These styles are created from a mix of both local and foreign fashion brands.

This issue of TrendSettersOnly features some fashionistas who are rocking Japanese Grunge Style streetwear. We find out what inspires their look, and who their favourite Japanese clothing brands are. We also bring you their unique views and predictions on the 20yrs-from-now future of fashion.

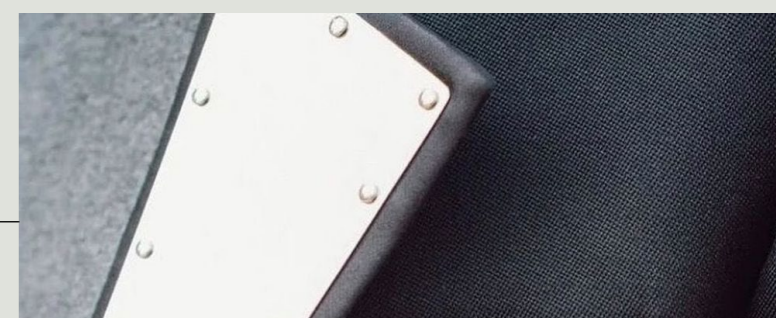
松谷 翔太 (Shōta Matsutani) works at a clothing store and takes great fashion inspiration from his fellow staff members, as well as popular J-rock band, [Alexandros]. Matsutani's favourite brand mention is LAD MUSICIAN because of their cool and yet sophisticated design. When asked about his views on future fashion, Matsutani, admiring LAD MUSICIAN's silhouette details, simply encourages us by stating "I'm wearing cool clothes, now and forever!"

亮 (Ryo)'s style is largely influenced by award-winning Japanese Fashion Designer, Yohji Yamamoto. Yohji Yamamoto is Ryo's favorite brand, and he is certain that regardless of what the future of fashion holds, he will still be wearing Yohji Yamamoto 20 years from now.

鏑田直哉 (Naoya "Noah" Torita) takes her style inspiration from wizards in animations and movies. "I think of clothes as armour, so when I choose clothes, I always style them with wizards in mind" – Noah. Noah makes mention of JOHN LAWRENCE SULLIVAN woman's fashion as her favourite Japanese clothing label. This versatile brand allows her to add her own unique ideas to an existing style and make it her own masterpiece. Noah cites the example of how clothes with vertical tucks on denim pants modernize existing denim styles. Noah believes that in 20 years from now, everyone will express themselves through the clothes they wear. "I feel that today's world is saturated with so many social networking sites that it will collapse in the near future. In this sense, I believe that styles that are not limited by social networking sites will become more common. Fashion is something you attach to yourself, and something you acquire through your interaction with the meaning for which fashion was created. Without wearing it, fashion has no meaning. This is what makes it different from art." – Noah

Grunge Style streetwear is largely reflective of individual expression. Black is a common thread, and the styles of brands such as Yohji Yamamoto and LAD MUSICIAN are said to be the current cornerstone brand influences of Japanese fashion. The social motives which drive personal fashion choices in Japan are intricate and vast. The recurring feedback, however, consistently emphasizes just how personal style choice really is.

清水祥 (Shō Shimizu) enjoys a more punk-spirited form of fashion. Her brand choices are usually brands that feature dark outfits. When we spoke to Shimizu



about her predictions for the future of fashion, she simply stated that she hopes people will wear the clothes that they love.

福本玲弥 (Reiya Fukumoto) hopes that his style will influence the viewer in a unique way that will remove any stereotypes. Fukumoto's favourite Japanese brands include Sulvam, Notconventional, and Yohji Yamamoto. Fukumoto prefers brands that are based on black with many innovative designs, and also makes mention of LAD MUSICIAN and Issey Miyake as brands that are influential to his style. "I have no idea what kind of clothes I will be wearing in the future. I keep evolving, so ..." - Fukumoto, once again emphasizing the personal preferences embedded in fashion choices, as well as the customizability that black-based designs have to offer.

The core message expressed by our fashionistas is definitely the importance of simply embracing our own individuality. Due to its versatility, black clothing becomes great canvas to add your own ideas to. As for the future of fashion, it's clear that we're the ones setting the stage. Wear what you love and showcase your identity.



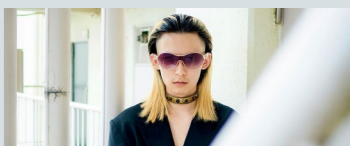
"I have no idea what kind of clothes I will be wearing in the future. I keep evolving, so ..."

Japanese Grunge Style with Shōta Matsutani, Ryo, Naoya Torita, Shō Shimizu & Reiya Fukumoto



# JAPANESE FASHION DICTION

Japanese Street Fashion is known to be a channel for expression. Be it for artistic expression, the display of personal values, or even the embodiment of a revolutionary statement, street fashion has become an incarnation of the abstract. Drawing inspiration from widely varying sources, we see the youth of Japan showcasing both their individuality as well as their innermost selves through the clothing they choose to wear.



This issue of TrendSettersOnly introduces You to some expressive fashionistas, whose fashion choices are characterised by their nonconformist mindsets. We share their inspirations, favourite clothing brands, and approaches for their future fashion ideas.

Tashiro Yuki draws inspiration from his favourite brands, NOT CONVENTIONAL, Comme Des Garçons, Noir Kei Ninomiya, and Junya Watanabe. These brands are well known for their expressive and unorthodox aesthetic, as well as their genderless appeal. Inspired by these iconic brands, Yuki intends to create his own clothing brand in the future. “将来的には自分のブランドの服を着ると思います。” (“I think I will wear my own brand of clothes in the future.”) – Tashiro Yuki.

We see a huge movement towards gender-fluid fashion, as they are not

limited by the traditional “menswear” and “womenswear” binary. ジェンダーレス, Jendāresu (“Genderless”) is a fashion subculture in Japan that came about in the mid-2010s. This subculture, which is mostly dominated by men known as “genderless men” aims to break societal gender norms in fashion. This does not necessarily have anything to do with sexuality, but rather, to serve as a platform for more creative fashion-design combinations.

Hiromu supports this approach to design inventiveness, stating that “これからは様々なブランドを合わせて、自分らしいファッションを発信していきたいです。” (“from now on, I would like to combine various brands and send out my own fashion”). Hiromu is also a fan of NOT CONVENTIONAL, and his other favourite brands include BALENCIAGA, Bottega Veneta, Y/Project, and Jean Paul Gaultier.

Joji Ohmukai feels similarly, expressing that he enjoys wearing clothes that he has made. “私は自分で作った服を着るように。これから自分のブランドを作る予定です。” (“I like to wear my own clothes. I am planning to make my own brand from now on.”) – Joji Ohmukai. Also preferring NOT CONVENTIONAL and BALENCIAGA, Ohmukai adds Vaquera and ANREALAGE to his list of favourite brands.

It appears that the future of Japanese Street Fashion is full of artistic combinations woven together with an androgenous thread. Japanese fashion diction consists of limitless possibilities, with a more wayward inclination. The core message though, is clear. **Wear what FEELS right for You.**

# FOREVER LAVI

FASHION & LIFESTYLE

WE FOREVER FLY



Mariano Feliciano, the designer, producer, and creative director of the fashion brand Forever Lavi, has had another year of setting trends in the industry. The brand is known for its men and women's haute couture and state-of-the-art shows and performances. The year 2022 marked the completion of his trilogy of collections, "The Rebirth," "Laviticus," "Prometheus Szn," which were showcased around the world in places such as Bali, New York, Miami, and Milan.

Mariano introduced his own NFT digital collection, which was illustrated as art at his runway fashion shows.

In 2023, the brand aims to bring forth spirituality, symbolism, Greek mythology, and heavenly passages to life through fashion and lifestyle, introducing the world to "Lavi Culture," where Mariano and his team of artists, creators, and performers aim to not only change the forefront of the industry but also create a new lane of artistry. The brand is spotlighted by TrendsettersOnly magazine as one to watch, and aims to bring Forever Lavi and other unique styles to a wider audience in the fashion industry.

*Mariano Feliciano*

Shop & Explore.

We Forever Fly  
[www.ForeverLavi.com](http://www.ForeverLavi.com)  
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**LAVI**  
 PRODUCTIONS



**FOREVER LAVI**  
 FASHION & LIFESTYLE BY *Mariano Feliciano*

# ALTERNATIVE

## FASHION IN SOUTH AFRICA

### ALT FASHION in SOUTH AFRICA

Alternative fashion includes fashions of specific subcultures such as emo, goth subculture, hip hop, cyberpunk, 70's core, and Lolita fashion; however not limited to these.

*written by TrendsettersOnly Team*

What we wear tells a story. Our clothes form the largest part of our initial presentation to the world, informing our connection or disconnection with those whom we meet.

As seen in our most recent article on Japanese fashion, TrendSetters Only has taken You on a journey around the globe showcasing a variety of different styles. This Special Edition of TrendSetters Only exhibits Alternative fashion from two individuals with very unique tastes, and shares some of their views regarding style.

Alternative fashion, also known as Alt fashion, is an umbrella term that can describe anything that sits outside of that which is considered mainstream/commercial fashion. This could include Punk, Grunge, Emo, Goth, etc.

Cwenga Hlanjwa wears everyday 'casual' clothing in a way that expresses who he proudly is. Cwenga, believes that his style represents not only who he is, but also what he goes through in his life. Like most people, Hlanjwa expresses whatever he is feeling

through the clothes that he wears. Hlanjwa states that he doesn't actually have a specific style; he just expresses himself through clothes. "I feel like it's a story for me, I feel like I'm painting something every single day." – Hlanjwa. Hlanjwa also honestly mentions how vulnerable he feels in allowing people to see what he's going through.

!umi feels similarly, and simply likes to express herself creatively through what she wears. !umi states that "I think what makes me different, is that I know I'm not". !umi feels strongly about putting ideas out before anyone else. Competitively, she favours "whoever does it, and does it well". !umi states that she just wants to be the first to do what she wants to do. This applies to her fashion choices as well.

Ensure that You put out Your own unique expressions. Each day is a great opportunity for us to do so through the clothes that we wear. Fashion is an expression, and every seemingly ordinary day can still be worn with style. Step outside of the mainstream and let your expressions flow!

"I feel like it's a story for me, I feel like I'm painting something every single day"



This edition TrendsettersOnly explores fashion inspired by Avatar: The TV series. We show how Avatar's influences are shaping the latest trends in South Africa and the world alike. We break down each element from a fashion and style perspective in relation to our model's outfits.

In the Avatar series, the world is divided into four nations: the Water Tribe, the Earth Kingdom, the Fire Nation, and the Air Nomads. Each of these tribes are represented by the natural element for which the nation is named. Benders control and manipulate the element of their nation. The Avatar is the only master of all four elements. We explore how four individuals embrace these elements and incorporate them into their daily outfits.

Tee represents the element Wind and believes that her headscarf captures the flowy and loose essence of wind. Her outfit also portrays the strength of wind using bold colours, with opaque garments to illustrate this strong nature. Tee describes her influences as constantly evolving, which can be overwhelming at times. However, she puts small pieces of ideas altogether and makes them her own. Tee states that she wouldn't call herself a trendsetter. She does, however, believe that she forms part of the collective that bounces style and ideas off each other which can popularize brands.

Representing the element Fire, we have Diotima. Diotima describes their outfit as focused on trying to capture the strength and untamed beauty of fire. Trying to embody the image of a strong and fierce person, they dress in a red top and scarf with some fiercely sexy black stockings. Diotima believes that fashion in SA is diversely unique, and comments: "I love it. Everyone has their own style and is open to different looks and aesthetics". They believe in dressing up in their own unique way but doesn't consider themselves a trendsetter as they are not trying to set or follow any trends.

Maru represents the element Water. Their outfit captures the duality of water, strong and powerful, yet beautiful and serene. They are seen wearing a grey and blue suit accompanied by a head wrap/scarf, and a very stylish silver belt. Maru describes their outfit to have a flowy yet masculine look. They express their love for the growth of thrift culture, stating: "I love that thrift culture is becoming more

prevalent, I'm a huge fan of that. I'm super excited about what's to come. My eyes are wide open." Maru also emphasizes the importance of wearing what makes you happy. "Setting and following trends can be a lot of work, so I just wear what make me feel the most like myself. If I think it's pretty, I wear it."

Lastly, representing Earth's element, is Thembi. Thembi's style is largely influenced by her environment. Her outfit is centred around showcasing the abundance and strength of the element Earth. This can be seen through the multiple layers used in the upper body and the use of the colours green (*symbolic of growth and abundance*) and brown (*symbolic of strength and foundation*). Thembi deems the current state of fashion in SA to be innovative and experimental. Thembi believes that she has an influence over the people she interacts with, however, she also doesn't necessarily

consider herself a trendsetter. "Instead of trying to set trends, I aim to assist people in sparking fresh ideas in their heads or assisting them in bringing their visions to life."

We see the growth of self-expression amongst fashionistas in South Africa, as more individuals are thriving to look different and more like themselves. In essence, they are striving to create a brand that identifies with them. We see how individuals can encompass the style around them and make it stand out. Just as our disinclined 'TrendSetters' have drawn inspiration from the elements, perhaps we should also look to the environments around us and draw some inspiration, and make it our own!

# An AVATAR

- inspired

## Fashion ELEMENTS

written by Lesley Moyo WIND | FIRE | WATER | FIRE

“Setting and following trends can be a lot of work, so I just wear what make me feel the most like myself. If I think it's pretty, I wear it.”

WATER

FIRE

EARTH

WIND



Maru

Diotima

Thembi

Tee



# NEW ZEALAND HYPERBEASTS

In terms of fashion, New Zealand is generally known for its casual yet tidy approach to everyday wear. This organized yet relaxed tendency leaves room for hypebeasts to showcase their latest pieces.

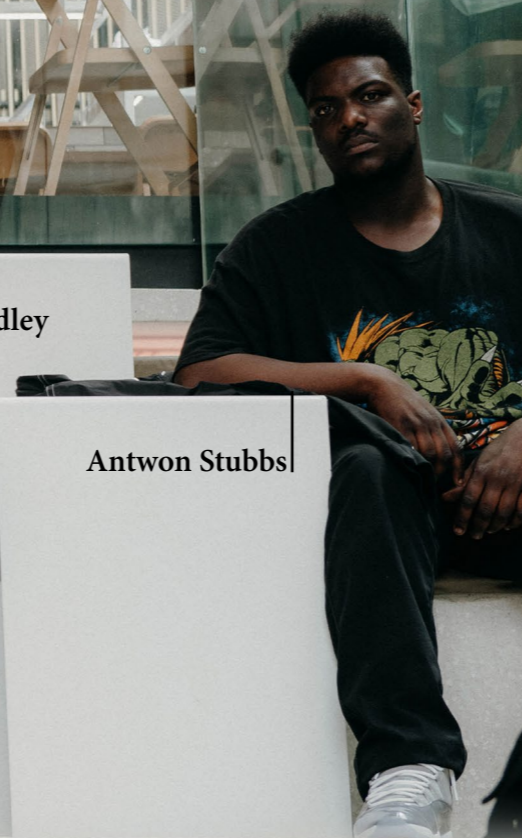
Sean Dube



Fynn Hall



Jesse Moodley



Antwon Stubbs

Hypebeasts devote themselves to acquiring fashionable items, especially clothing or shoes. They're constantly attempting to set new trends by wearing the next 'in-thing'. TrendSettersOnly introduces you to some hypebeasts, who are determined to constantly attain and showcase the latest fashion.

Jesse Moodley usually allows the weather to influence his daily style choices and the outfits that he wears. Moodley states: "I like to keep my fits basic in terms of colour, not going too overboard as it's ultimately a representation of me as a person". He makes mention of his love for Doc Martens, which he believes goes with any outfit and fosters a smart-casual edge. Moodley cites Tommy Hilfiger as his favourite brand due to

## HYPERBEASTS FASHION

their consistency over the years in maintaining quality. Moodley appreciates Tommy Hilfiger's polos and smart-casual outfits. He believes that the young adults in New Zealand are quite diverse in their fashion choices and displays. Moodley considers himself to be a trendsetter because he feels that he walks differently to others, regardless of whether they're wearing similar outfits. Moodley feels that it's important to "wear the colours that make you stand out and make you feel happy".

Antwon Stubbs expresses similar views about the diversity of New Zealand's fashion, stating that: "it's very diverse and lots of vintage wear is making a comeback". Stubbs is a fan of the 90's, taking his inspiration from 90's trends as well as current streetwear mixes. Stubbs believes that you can never go wrong with things such as a cargo pants, vintage graphic t-shirts, and of course a Nike vintage sports jacket. Nike is his favourite brand, but when it comes to shoes he also mentions must-haves such as black canvas Jordan 4's, cool grey 11's, off-white UNC 1's, and sand AF1's. Stubbs states that the most vital things to consider when it comes to choosing your outfit are self-expression, your likes, and the openness to trying something new.

We see the determination for individuality also coming through in the style choices of Fynn Hall. Hall believes in the importance of being unique, and not just hopping on and following existing trends. Hall states that: "the ones who stand out are the ones who can pull off something not many people are wearing". Hall loves

Carhartt for their quality and nice fit. He also favours Bape for their uniqueness, as some of his outfits are "out there". He wears streetwear and casual, but takes most of his inspiration from Pharrell Williams, Ader Archv, and Emson M. Fashion-wise, Hall finds New Zealand to generally be rather plain and minimalist and feels that not enough people care about fashion. He feels that it's important to own a sense of fashion and strives to keep adding to his own style. In his outfit, Hall showcases a double denim with pants by Daniel Kang. These are paired with Supreme Air Forces, and a plain white t-shirt under the jacket.

Sean Dube shares Hall's view when it comes to fashion in New Zealand, stating that: "It's pretty dead -I'm here to change that though". Dube considers himself a trendsetter because he lives by his favourites in all aspects of life. He feels that this is what people respect about him and aspire to, and that's what makes him a



trendsetter. Dube believes that comfort is the most important aspect of fashion. Inspired by life itself, Dube's outfits express what he feels as well as his moods. That being said, a good pair of sneakers are still the first thing to catch his eye when looking at someone's outfit. Dube mentions Luis Vuitton as his favourite brand because "it's the best brand... no debate".

So far, from the perspectives of our hypebeasts, it appears that whilst New Zealand's fashion is very diverse, it's also very plain. Wendell Stanley feels similarly, and states that New Zealand youths lack originality in the clothes that they wear. He comments that: "there's not a moment where you'll feel the need to turn your head and look twice at a passing stranger's outfit". Stanley believes that originality can be inspired by past times, but one should add their own touch. He mentions that young adults in New Zealand are afraid to create their own styles, which is what leads them to completely copying existing styles. Stanley takes his style inspiration from New York in the 70s, a style which he describes as "looking important yet camouflaged by a busy environment". He also highlights the importance of having comfort in what you're wearing, so that you can be free and able to carry yourself. His favourite clothing brand is Dickies, as he is tall and skinny with long legs. Dickies caters for Stanley's build, and he finds comfort in the fit of their pants, which are also fashionable. Stanley feels that his Dickies jeans also have a vintage vibe, which allows him to travel through time. This goes well with any top, whether casual or a bit formal.



Dylan MacDonald has a similar view regarding the importance of wearing comfortable clothing. He states: "you'll find me wearing high top kicks and baggy clothes". MacDonald also tends to wear full suits with leather boots. He has a lot of Nike in his wardrobe, and takes style inspiration from 50 Cent, Soulja Boy, New Boyz, Chris Brown, and Ne-yo. MacDonald states: "the most important thing for me is swag". He places more emphasis

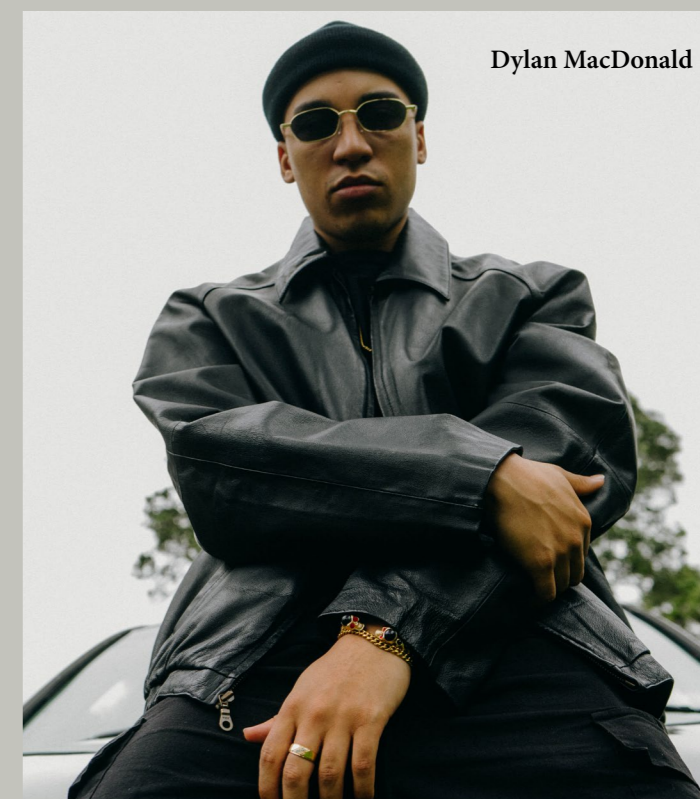
on how clothes are worn, rather than on what is worn. MacDonald doesn't really observe the fashion of the people around him, as he prefers to simply wear what he personally likes. He feels that what he decides to wear is something that should not be influenced by other people around him, but it should rather be a display of what he genuinely feels good in. He doesn't really have a particular favourite fashion brand because he believes that he will find a clothing piece he likes in every brand.

Caesar Mufata also doesn't really have a favourite clothing brand, but in his case, it stems from his apprehension towards large corporations. Mufata prefers to support new age independent brands that are still up-and-coming, and that are fully manufactured and distributed by a sole trader. He appreciates the back-stories that such brands have to offer, and the uniqueness that he achieves through wearing their clothes. Mufata observes the developmental phase of fashion in New Zealand and believes that the cultural diversity of New Zealand still has a lot to add in terms of fashion growth. "I would say it is getting better, but at the same time there is a lack of pride and boldness. People aren't yet fully in tune with self-expression." – Mufata. As trends come and go, Mufata feels that it's more important for people to wear what they admire rather than what is trending. He does, however, consider himself a trendsetter, because of the uniqueness and individuality that he expresses. He hopes that he will set a trend of encouraging self-expression in others. The outfit showcased in the images are inspired by Neo from The Matrix. Mufata prefers wearing black, as this enables him to easily transition towards a more formal look when need be.

It is evident that people in New Zealand favour a more pragmatic look when it comes to fashion. The general perspective shared by our hypebeasts, is that the youth of New Zealand should learn to be more fearless in their self-expression. Given the wonderful diversity that New Zealand has to offer, there are many opportunities for new fashion trends and outlooks to take growth and develop further. It appears that the three most important things to consider when choosing your outfit, are simply: self-expression, uniqueness, and comfort. Allow yourself to get more creative when dressing in the morning. What you wear today might inspire someone else tomorrow.



Stanley Wendell



Dylan MacDonald



Caesar Mufata



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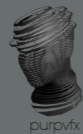
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